

# HSCB

OSD HUMAN SOCIAL CULTURE  
BEHAVIOR MODELING PROGRAM



## HSCB FOCUS 2011:

INTEGRATING SOCIAL SCIENCE THEORY AND  
ANALYTIC METHODS FOR OPERATIONAL USE

8-10 FEBRUARY 2011

WESTFIELDS MARRIOTT HOTEL  
14750 CONFERENCE CENTER DRIVE  
CHANTILLY, VIRGINIA 20151 USA



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### NOTE FROM CONFERENCE CHAIR



**CAPT Schmorrow**  
*HSCB Focus 2011  
Conference Chair*

Please plan to participate in the Human Social Culture Behavior (HSCB) Modeling Program Focus 2011 Conference, the third in a series of technical exchange meetings hosted by the Office of the Secretary of Defense (OSD) HSCB Modeling Research Program. The meeting will be held from 8–10 February 2011 at the Westfields Marriott Hotel, near Dulles Airport, in Virginia. This meeting will be a gathering of Department of Defense (DoD) and other

US government agencies that fund, develop, and transition HSCB related research and development as well as transition partners, potential technology end-users, and program awardees.

The Conference will focus on providing an overview of methods, models, technologies and analysis with the DoD, Interagency, and Allied partner social-cultural domains. This emerging area affects many organizations within DoD, including a large part of the operational forces and portions of the Intelligence and Research communities. Operational forces have begun to incorporate social science methodologies into planning, and there are programs that have implemented social science methodologies and advising on a large scale within the military services, primarily the brigade staff. Clearly, emerging priorities at the operational level must be met with both policy and social science research that are supportive of the warfighter's goals. Traditional research, development, testing, and engineering are becoming more and more integrated with the social and behavioral sciences and emerging analytic tradecraft making it ever more important that relevant policies be examined and perhaps updated to reflect new research thrusts.

**CAPT Dylan Schmorrow, MSC, USN, PhD**

Human Performance, Training, and BioSystems (HPT&B)  
Deputy Director, Human Systems  
Office of the Assistant Secretary of Defense for Research  
and Engineering  
Office of the Secretary of Defense

### MEETING PURPOSE

The goal of this meeting is to showcase research and applications in the general HSCB modeling area and to engage OSD HSCB Modeling Program personnel as well as leading scientific and technical experts working in HSCB related fields in a technical exchange. A specific focus of this conference will be to promote communication between the development and user communities and to facilitate the transition of HSCB capabilities into operational use.

In addition to personnel from the OSD HSCB Modeling Program, representatives from both DoD and other Government agencies are expected to attend and showcase their programs in this area. This includes representatives from the Office of Naval Research (ONR), Combating Terrorism Technical Support Office (CTTSO), Defense Advanced Research Projects Agency (DARPA), Defense Threat Reduction Agency (DTRA), Joint Improvised Explosive Device Defeat Organization (JIEDDO), Defense Intelligence Agency (DIA), Department of State (DOS), Department of Homeland Security (DHS), the Office of the Director of National Intelligence (ODNI), the Federal Bureau of Investigation (FBI), and the National Science Foundation (NSF). Researchers and developers from industry, academia, and government labs, including current HSCB program awardees, are invited to present their work and ideas related to HSCB technologies. Additionally, representatives from end-user communities within DoD and elsewhere in the U.S. government are strongly encouraged to present requirements, use cases, and challenge problems to the community.

### REGISTRATION

Registration for the conference must be completed online via the [conference Website](#). The deadline to register is **12 January 2011** and the registration fee is \$395.00 USD. All presenters and exhibitors must register for the conference.



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### KEYNOTE SPEAKERS



Banquet Keynote Address  
**Dr. Thomas P. M. Barnett**  
*Barnett Consulting, LLC*



**MG Michael Flynn**  
Chief, CJ2  
*International Security Assistance Force*



**Dr. Mark Maybury**  
Chief Scientist  
*U.S. Air Force*



Opening Remarks: **Mr. Al Shaffer**  
Director of Plans and Programs  
*Office of the Assistant Secretary of Defense for Research and Engineering*



**Mr. George Solhan**  
Deputy Chief of Naval Research  
Expeditionary Maneuver Warfare & Combating  
Terrorism Science & Technology  
*Office of Naval Research*

### CONFERENCE TRACKS

HSCB FOCUS 2011 will consist of 200+ oral presentations, 40 poster sessions, and 25 exhibitions to showcase research and applications in the general HSCB modeling area and to engage OSD HSCB Modeling Program personnel as well as leading scientific and technical experts working in HSCB related fields in a technical exchange. Conference Tracks include the following:

- Operational Use and Requirements with Social-Cultural Science: Combatant Commands (COCOMS)
- Application of Social Cultural Methods, Models, and Tools (MMT)
- Commercial Research and Applications of Social-Cultural Science
- Social-Cultural Data
- Analytic Methods Science and Technology
- Hybrid Models
- Comprehensive Approach to Operations
- Understanding and Modeling Human Behavior
- Visualization for Computational Social Science
- Cultural Training
- Valid Model Use and Validation

In addition to the conference tracks listed above, a separate track has been established that provides a comprehensive overview of funding opportunities and work across several DoD organizations and other federal government entities in these areas.

### NEW AT HSCB FOCUS 2011: TWO SEPARATE, BUT HSCB RELATED EVENTS

**Workshop on Human Use/Human Subject Testing**, consisting of briefings and discussions by government representatives and expert panelists on the distinction between social science research and other analytical activities, as well as discussions on lessons learned by researchers currently working in this domain. Workshop space is limited, and requires pre-registration (an option during online conference registration).

**Young Professionals Networking Event**, the goals of which are to provide young attendees with the opportunity

to speak with representatives from government S&T and industry and gain information about their careers, to inform young professionals/researchers about available career enhancement opportunities (fellowships, internships, etc.), and to provide promising graduate students and young professionals with a forum to informally interact and network with more senior conference attendees. Conference registration is required to participate, and pre-registration is suggested. You can pre-register for this event during the registration process. More senior conference attendees are also encouraged to attend this session to identify new talent.

[WWW.SA-MEETINGS.COM/HSCBFOCUS2011](http://WWW.SA-MEETINGS.COM/HSCBFOCUS2011)



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